

Plaza Voice
Village of Great Neck Plaza
March 2013



Mayor Jean A. Celender, Deputy Mayor Ted M. Rosen

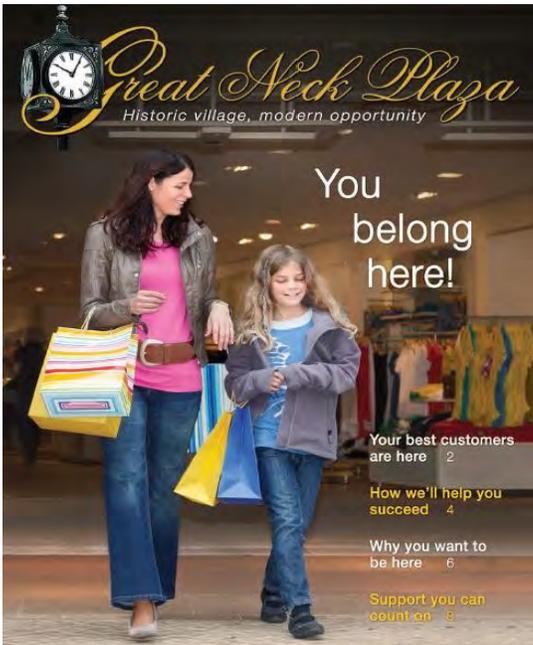
Trustees Ted M. Rosen, Gerry Schneiderman, Pam Marksheid, and Lawrence R. Katz

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Editor - Brian Hetey

Village of Great Neck Plaza Debuts New Business Friendly Marketing Packet

Inside the Voice:



The Plaza's new marketing brochure was launched at a recent event kicking off the new year

The Village of Great Neck Plaza is pleased to announce the release of our new marketing brochure and packet meant to explain why *You Belong Here!* The Plaza's marketing packet, which debuted at recent event ringing in the new year at Village Hall, contains an assortment of very stylish and modern looking materials that explain why prospective Plaza businesses and residents belong here in Great Neck Plaza.

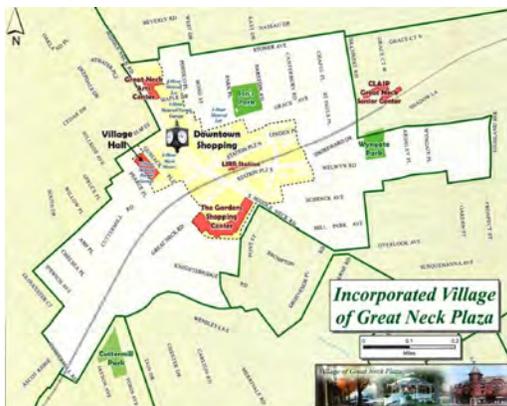
With the help of JoAnne Alter from JBA Media Group, Mayor Jean Celender and the Board of Trustees produced the brochure and packet to help property managers and real estate brokers market the best of what Great Neck Plaza has to offer. "Great Neck Plaza is a wonderful place to be and this brochure is meant to showcase our Village to people interested in the area, both locally and nationally," Mayor Celender stated. "As the tagline says on the front cover of the brochure, 'Historic Village, Modern

Opportunity,' this is a village that has a rich history, but also presents ideal circumstances for businesses and families to thrive and succeed," Trustee Gerry Schneiderman went on to explain at the event.

At the kickoff event for the marketing brochure, the brochure was met with approval, and drew praise from property owners, management company representatives and brokers who said it would be a useful tool when attracting interested corporations, mom and pop shops, and residents alike to the area.

Along with the marketing brochure, the packet includes the most recent *Plaza Voice*, to stay up to date on everything Great Neck Plaza, our new parking brochure released this past June, highlighting the convenient locations of outdoor and indoor parking spaces, and a new colorful map of the Village of Great Neck Plaza, accentuating the Plaza's downtown shopping district and parks.

If you would like to request a copy of "*Great Neck Plaza; Historic Village, Modern Opportunity*," please contact Brian Hetey, Mayor's Assistant, at (516) 482-4500.



One of the items included in the new marketing packet is the Village's new colorful map highlighting the Plaza's downtown shopping district and parks.

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VILLAGE ELECTION NOTICE

Mark your calendar to come out to vote in the Village Election on Tuesday, March 19th from 9 a.m. to 9 p.m. Two Trustees' positions will be up for election. The polling location: Great Neck Plaza Village Hall, 2 Gussack Plaza. Free parking will be reserved in the surface lot across from Village Hall in spots designated for voters.

Message from the Mayor

Dear Friends,

March 1 is the beginning of a new fiscal year in the Plaza. The Board of Trustees and I were proud to have adopted the 2013-2014 Budget with a “zero” increase again in our general tax rate. This is the sixth consecutive year the Board has held the line on village taxes. Our General Tax Rate remains the same at \$4.36 per \$100 of assessed value. We have continued to limit spending increases while reducing expenses where we can, to seek grants where possible to leverage our monies, and to provide good governance and oversight. We know holding the line helps our residents and businesses.

In February, our Village street poles and the trees at the train station were adorned with red LED rope lighting as part of a promotion with our Business Improvement District (BID) for Valentine’s Day, and to promote February as National Heart Month. This created a dramatic, beautiful lighting scheme for the nighttime, a welcoming ambience in the downtown. Our street lights along Middle Neck Road, Bond Street and North Station Plaza were also wrapped with the colorful ropes for dramatic lighting and a festive look.

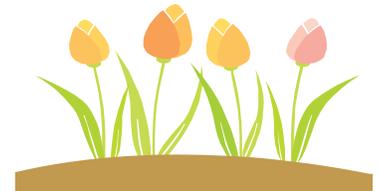
Your village government is here to provide you with many local services and programs to maintain quality of life and to continue to be one of the best places to live. Our dedicated staff maintains our streets and public spaces, trees and plantings, and ensures a safe, clean and beautiful village for all of us to enjoy. We welcome your participation in the spring as we develop a Tree Management Plan to assess and plan for tree plantings in the Village. We want to select native plant species as well as hardy and storm-resistant species in the wake of Superstorm Sandy and the dozen or so trees that were downed during that hurricane.

While we’re in March, we are still at risk of getting another snow storm in our area. We remind residents that alternate side of the street parking is suspended in the Village for a period of 24 hours after the cessation of a storm of at least 4 inches of snow, as published by the National Weather Service. If you are uncertain about whether street parking is suspended, call Village Hall at (516) 482-4500. After close of business, a voice mail message is available for information. In the event of a snow storm, if you normally park on the street and don’t want to dig out your car, park in either one of the municipal parking garages; Plaza Centre or Maple Drive. When there is at least 4 inches of snow, residents with a valid resident parking sticker or quarterly permit can park overnight and during the duration of a snow storm in our garages. Free parking is also available in both these garages on the weekends. Also, we encourage residents to sign up for our e-newsletter (see below) where we send out weather emergency email alerts and useful tips to subscribers.



I want to wish you a healthy and wonderful spring!

Jean A. Celender, Mayor



E-Newsletter

Receive News and Information via E-mail
Join Mayor Jean’s E-Newsletter!

If you would like to receive news and information from our office pertaining to our Village, including our e-newsletter via e-mail, fill out the form below and return it to us at Village Hall. You can also go on-line to register on the Village’s web site at www.greatneckplaza.net. Your submitted information will be used solely by the Mayor’s office to keep you current on important matters.

NAME: _____

ADDRESS: _____

CITY, STATE, ZIP CODE _____

PHONE * _____

E-MAIL ADDRESS _____

* Indicates Optional Information



New York Conference of Mayors Hosts 2013 Winter Legislation Meeting

The New York State Conference of Mayors (NYCOM) recently held its Winter Legislative Meeting at the Hotel Albany from February 10 to 11. The meeting was attended by approximately 250 local leaders from across the state, including Mayors Ralph Kreitzman of the Village of Great Neck and Mayor Jean Celender of the Village of Great Neck Plaza. NYCOM is a valuable organization and resource, bringing together elected and appointed officials from across the state in sessions such as this Legislative Meeting, to discuss the challenges facing local communities and how these issues are being successfully confronted. While the mayors in attendance expressed optimism for an improving economy, NYCOM's 2013 legislative program, prepared by NYCOM and supported by its member municipalities, looks to the state for increased AIM funding, relief from onerous unfunded state mandates, stability in the rising pension costs, more affordable employee benefit options and an equitable balance between the negotiating power of public employers and employees. Stated Mayor Celender, "This NYCOM meeting was an important opportunity to gather with other city and village officials from across the state and talk about our local experiences. It was terrific to share with other mayors our respective success stories on how to deliver essential municipal services in the most cost-effective manner."



Mayor Celender with NYCOM Deputy Director, Barbara VanEpps (left), and NYCOM Executive Director, Peter Baynes (right), during NYCOM's 2013 Winter Legislation Meeting

On the morning of February 11, Governor Andrew M. Cuomo hosted a breakfast at the Governor's Mansion, which was one of the highlights of the session. In addressing the mayors assembled, Governor Cuomo spoke about his initiatives and reform efforts to rebuild New York State. Mayors were given as a keepsake a copy of the Governor's 326-page "New York Rising, 2013 State of the State." The meeting came on the day after the first significant snowfall of the winter season on Long Island where Great Neck received approximately 12 inches, and other areas of the region from 8 inches in Manhattan to more than 24 inches of snow in Suffolk County. Mayor Celender further stated that, "I was looking for feedback from mayors on how their localities fared with their snow removal and wanted to gain insight of some Best Management Practices (BMPs). We're looking to minimize salt and sand mixtures, and I heard how local

Department of Public Works are utilizing other methods. Our Plaza DPW staff does a terrific job of keeping up with clearing snow from our roads and not having ice buildup underneath. However, we're always looking for more effective methods to provide for traction in winter and enable safe passage on our streets. It was helpful to learn of these BMPs, as well as attending several concurrent sessions on state funding opportunities and Lessons Learned from Hurricane Sandy."

VGNP Awarded DEC Forestry Grant

The Village was recently awarded an Urban and Community Forestry Project grant from the New York State Department of Environmental Conservation (DEC). The project will fund the preparation of a comprehensive Tree Management and Implementation Plan, with the assistance of a landscape architecture consultant, The RBA Group. The Village will be reimbursed 50% of the project costs for a state share of \$10,250. A competitive grant process with a total of 95 applications received by the DEC, the Village was thrilled to have been awarded this grant. Stated Mayor Celender, "We appreciate this opportunity and are grateful to the DEC to help us enhance our natural resources for generations to come. In light of the recent Superstorm Sandy, this will be a much needed resource and planning tool to make the Village's street trees more resilient against future storms. We have executed the contract agreement

with the DEC and anticipate the Tree Management Plan will be underway in the spring and will take approximately one year to complete." The project has a public education and outreach component that will include a one-day public workshop, and preparation of a newsletter and brochure to educate our residents and the general public on the proper maintenance of existing trees, selecting the right tree for the right location, and how to plant for the future canopy. The workshop will be videotaped by Public Access Television Corporation (PATV) located in Lake Success for airing on our local cable television stations.



Throughout the Village, trees of various species line the streets.

The Ordeal of Civility

by Sheldon M. Goodman, Ph.D.

Each of us has the power to make our community and our world a more hospitable, pleasant, caring and safe place to live...it starts with respecting others and recognizing their right to be here with us. I would like us to consider how we contribute to society and work together - locally and globally-great respect, awareness and understanding, and acceptance of one another. A polite planet embodies a worldview of a civilized society - one that is enlightened and empathetic.

Cyberbullying, hostile and polarizing infighting, and tasteless and tactless behavior may be on the rise, but it doesn't have to be this way. I would like us to go beyond a superficial consideration of proper manners to present civility as a mind-set that encompasses values and attitudes that help us embrace our connection to others and repair society.

What I find alarming is how polite and respectful behavior is vanishing from our world today. We often behave and treat one another badly in our day-to-day lives, conduct that causes our relationships, and our society at large to fragment and deteriorate, we are all suffering as a result. Treating people well, and having the crucial ability to develop and maintain meaningful relationships, provides the essential power that makes our own lives and the rest of the world go round.

When that art is lost or missing, we spin out of control into chaos. In a cacophonous sphere, where everyone talks at once but no one listens, where we say hurtful things and do harmful deeds at will without remorse or punishment, and where outrageous exploits are protected by a veil of anonymity, we are fast approaching that danger zone. Without resistance, bad behavior continues to spread, threatening to become the new normal. Enough is enough. It is time to become uncommonly polite for the common good of all.

I am incredulous that *please* and *thank you* are disappearing from our vocabulary. I am further distressed when a celebrity who behaves outlandishly in public is idolized as a cultural icon. I am deeply saddened by cruel bullying or invasions of privacy, whether face-to-face or on the Internet, especially when it leaves teenagers feeling so distraught that they believe their only recourse is to take their own and/or other lives.

You can make a difference in the lives of others as well as in your community. Moreover, when you treat people with civility, they are more likely to pay this behavior forward to others, creating a planet that is more enriching and a pleasant place to live.

Civility

“Civility costs nothing, and buys everything”
- Lady Mary Wortley Montagu

“Civility means a great deal more than just being nice to one another. It is complex and encompasses learning how to connect successfully and live well with others, developing thoughtfulness, and fostering effective self-expression and communication. Civility includes courtesy, politeness, mutual respect, fairness, good manners, as well as a matter of good health.”
- Pier Massimo Forni

“Be civil to all, sociable to many, familiar to few, friend to one, enemy to none.”
- Benjamin Franklin

Poetry in the Plaza - Awards Reading Day April 21st

In celebration of Poetry Month, April 2013, the Village of Great Neck Plaza, in association with Long Island Traditions and Poetry Coordinator, Carolyn Raphael, will be hosting our Third Annual Awards Reading Day! **The Awards Reading Day readings will be held Sun., April 21st, at 2 p.m., at the Great Neck Plaza Village Hall.** The event is free and open to the public. Refreshments will be served.

With over 50 poetry submissions from poets all across Queens, Nassau and Suffolk Counties, the Awards Reading Day is sure to be a wonderful event celebrating the art of poetry. So in honor of Poetry Month, come down to Village Hall and be prepared to listen to some of the most beautiful poetry our contestants have to offer. You won't be sorry!



Daily Metered Parking for Part-Time & Seasonal Workers at Plaza Centre Garage



Plaza Center garage with rooftop designated parking for seasonal and part-time workers in the Plaza

To enable more ways and flexibility for our merchant parking in the Plaza, the Village is continuing its seasonal parking program, which designates parking spaces for “Daily Meter Parking by Special Permits Only” on the rooftop of the Plaza Center garage. This reserved metered parking is available on a first come, first served basis and is only available to seasonal and employees of merchants in the Village of Great Neck Plaza.

These employees must first come to Village Hall and obtain a permit to allow them to park in this area. The permit allows parking up to 10 hours daily, at designated meters at a rate of 25 cents per hour. This is the same rate charged for our 2 and 4-hour meters. The seasonal employee will be responsible for putting the correct amount of quarters in the meter daily or they will risk being subject to a summons. Likewise, only vehicles with the special permit displayed will be allowed to park in these metered spaces.

This program has resulted in less feeding of the meters at the shopper parking spaces meant for customers. The convenience of an employee parking their vehicle on the roof and not having to “feed the meter” several times a day, will provide peace of mind and no fear of expired meter parking fines for the employees. It will also represent fewer “quarter” breaks away from the shop, which will benefit the employer.

Employees who want to utilize this special daily metered parking should first come into Village Hall and complete an application to obtain the permit sticker. These permits are only processed between the hours of 9 a.m. and 10 a.m. and 12 p.m. and 1 p.m. For further information, please contact Esther Fogel at 482-4500.

Friendly Parking in VGNP: Helpful Parking Hints to Make Your Shopping Experience in Great Neck Plaza More Pleasurable

- Park between the white lines.
- When possible, park in municipal lots where the meters give you more time; four hours versus two hours for on-street meters. Staying more than four hours, however, is feeding the meter so please take note of the maximum time limits.
- Check your registration and inspection expiration dates.
- Take advantage of year round **FREE PARKING**; all day Saturdays and Sundays, and daily after 3 p.m. in our two structured municipal garages in the permit spaces at Plaza Center and Maple Drive (Does **NOT** include street and open lot parking).
- Don't be shy - put an extra quarter in the meters to avoid an expired meter and the possibility of getting a parking ticket. All of our meters have been reprogrammed to be friendly meters giving parkers an extra 5 minutes of additional parking at the end of your paid period.
- Change for parking meters is available at most friendly Plaza merchants.
- Don't park at a broken meter, including those that say “Failed.” There is a chance you may be ticketed. Please call Village Hall at (516) 482-4500 to report a meter as broken so that we can get it checked out and fixed. Even after hours, a voicemail message can be left in the general mailbox; we monitor all messages.
- Besides being illegal, for everyone's safety, please refrain from double parking.



S.T.O.P. (Stop Throwing Out Pollutants) Household Waste Disposal Dates

The S.T.O.P. (Stop Throwing Out Pollutants) program offers residents of the Town of North Hempstead the opportunity to dispose of their household hazardous waste in an environmentally friendly manner. Many people do not realize that ordinary household products, such as aerosols and cleaners, can be corrosive, explosive, or toxic if mixed indiscriminately with regular household garbage. It is important to take an extra moment to check labels for warnings, and please take advantage of this year's S.T.O.P. dates to ensure safe disposal. The next S.T.O.P. collection disposal dates in our area are as follows:

- **April 6th** at Michael J. Tully Park (1801 Evergreen Ave., New Hyde Park, NY 11040), 9:30 a.m. to 3 p.m.
- **June 8th** at North Hempstead Beach Park (175 West Shore Road, Port Washington, NY 11050), 9:30 a.m. to 3 p.m.

For each day, drop off times are from 9:30 a.m. - 3:00 p.m. For safety reasons, **NO** materials will be accepted **PRIOR** to 9:30 a.m. or **AFTER** 3:00 p.m. Those who plan on participating in the drop are reminded that latex/water-based paint, once hardened/dried out (24-36 hours after the lid is removed) may be disposed of in your regular trash. However, oil based paints are considered hazardous and will be accepted at S.T.O.P. collection days.

Any questions regarding the collection days, feel free to call the S.T.O.P. hotline at **(516) 767 - 4600**.

Every Vote Counts... Don't Forget to Vote!

Are you ready to cast your ballot on Tuesday, March 19th? Remember, every vote is a vote of confidence for the candidate you vote for. On Tues., March 19th from 9 a.m. to 9 p.m. at Village Hall, 2 Gussack Plaza, the following elected offices will be decided in our Village election:

- Two Trustees for two-year terms

Residents that will be away, are homebound or ill, may request an absentee ballot for the March 19th election. You can still register to vote, up to March 8th, for the upcoming election. Voter Registration Forms are available on-line at Nassau County's Board of Elections website (<http://www.nassaucountyny.gov/agencies/BOE/index.html>) and copies are also available at Village Hall.

Call for Artists; Village of Great Neck Plaza Looking for Artists to Exhibit



The Village's most recent art exhibit showing the wonderful artwork by Arline Michaelson

If you are an emerging or established artist, looking for a new venue to showcase your work, then you may want to consider exhibiting with the Village of Great Neck Plaza. We are interested in seeing your work and publicly displaying it in the community.

Our court room, located at Village Hall, is outfitted as a gallery with hanging wires to accommodate a variety of picture sizes. We are currently putting out this call for artists and portfolio submissions for exhibits for the remainder of 2013.

If you wish to consider exhibiting with us, please contact the Mayor's Assistant, at (516) 482-4500, or email mayorsassistant@greatneckplaza.net, to set up an appointment to view your portfolio and our exhibit hall. Generally an exhibit is displayed for approximately 4 to 6 weeks. Works can be for sale; however, artists may not label prices on their pieces, and instead may offer their artwork for sale in a separate catalog handout listing.



VILLAGE OF GREAT NECK PLAZA

2 Gussack Plaza, P.O. Box 440

Great Neck, NY 11022-0440

Phone: (516) 482-4500

FAX: (516) 482-3503

E-mail: info@greatneckplaza.net

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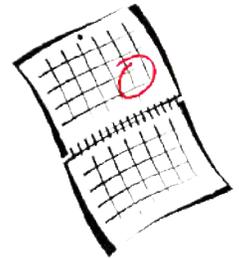
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We're on the web...

www.greatneckplaza.org

Dates to Remember:

- March 19 - Village Election at Village Hall. Polls are open from 9 a.m. to 9 p.m.
- March 20 - Great Neck Adult Education Center Artist Reception from 6 p.m. to 7:30 p.m. in the Village Hall court room gallery
- March 21 - Poetry Contest Winners Announcement online at www.greatneckplaza.net
- April 21 - Awards Day Poetry Contest Readings open to the public at Village Hall at 2 p.m.
- May 23 - Star Performer Award Ceremony at Village Hall at 9:30 a.m.



The Plaza Welcomes New Merchants

The Village is happy to welcome new businesses that are coming or have opened in the Plaza. Stop in and greet these merchants and say "hello." They bring vitality, diversity and new life to our community. If you are a new storeowner in town, new management, or are celebrating a milestone anniversary, the Plaza would be happy to provide a free Ribbon Cutting Ceremony to celebrate your event. Just call the Mayor's Office at 482-4500. Some recent additions are:

- **Bagel & Deli** - 33 North Station Plaza
- **Cheeburger Cheeburger** - 46 Great Neck Road, (516) 829-2433
- **Pinpoint Fitness** - moved to 14 South Station Plaza, (516) 924-0352 & (516) 829-5900
- **Sushi and Saki** - 68 Middle Neck Road



A recent ribbon cutting event welcoming Cheeburger Cheeburger to the Plaza